# ABSTRACT OF THE DISCLOSURE

Embedding data to be embedded as a digital watermark is acquired. Packing data is formed in which the embedding data is repeatedly connected three times or more sequentially without interval. Real embedding information is formed such that a redundancy bit with a fixed length that is used for an error correction of an information bit is added immediately after the information bit in which the packing data is subdivided into data each having a fixed length. The real embedding information is embedded into the image data itself. The embedding mechanism for the information is not easily understood, and security level is high.